The rush is on for DBS:
More in line than there's room for?

Broadcasting Jul 20

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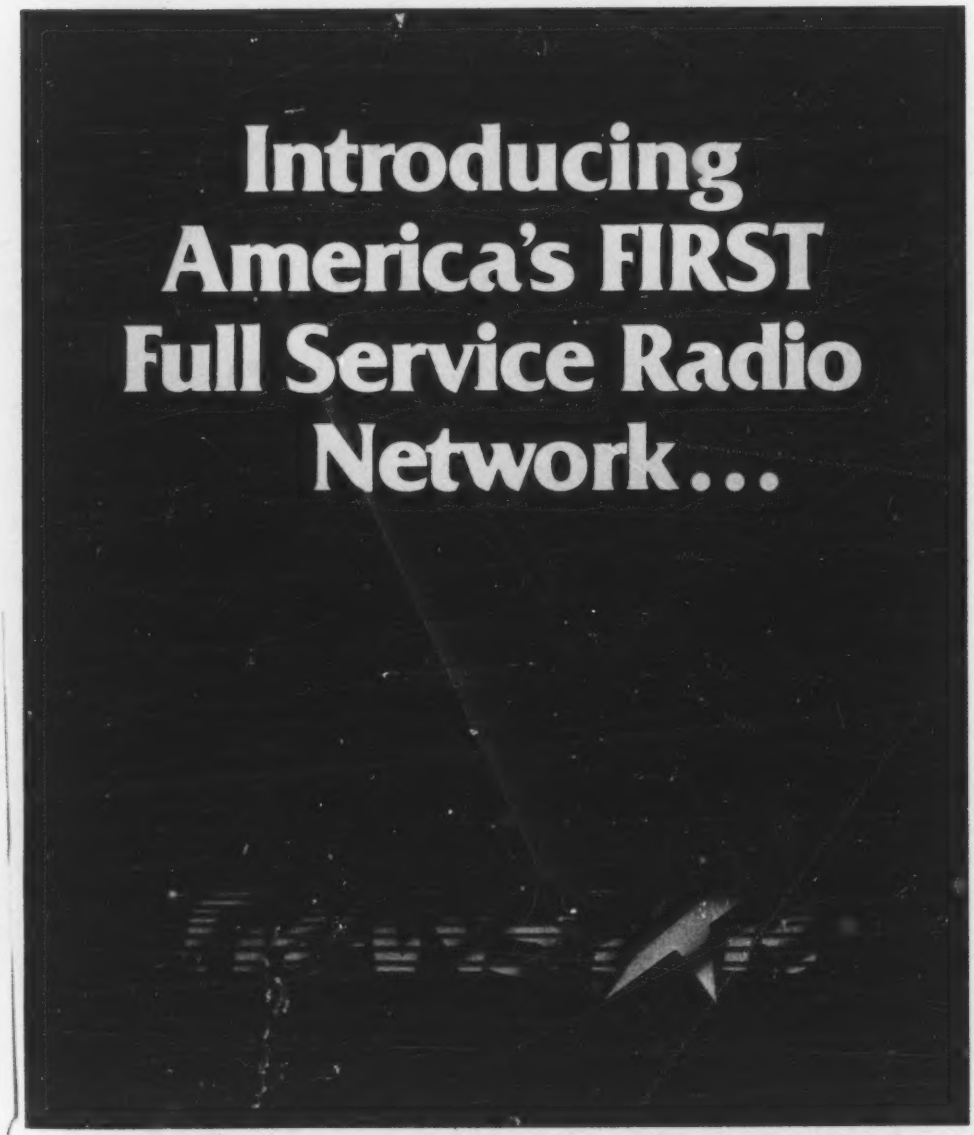

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The First 50 Years Of Broadcasting
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TOP OF THE WEEK

Good news, bad news in DBS spacerush

FCC filing cutoff produces more applications than there may be orbital slots, but also flushes out a flood of ideas on how to open up new spectrum; CBS goes for all-HDTV system, RCA comes in with all-purpose proposal; including Comsat, there are now 13 applicants vying for some 40 channels per time zone

The FCC's July 16 deadline for interim direct broadcast satellite applications did exactly what many feared it would. It produced a flood of applications that may have gobbled up the limited DBS frequencies and closed the door on future applications.

The FCC's inclination to loosely regulate the new service, on the other hand, did exactly what many hoped it would. It produced a wide range of DBS proposals, including direct-to-home pay and advertiser-supported television, the distribution of high-definition television for retransmission by terrestrial broadcasters and the leasing of transponders to independent service providers.

By the end of the day, 12 applications had joined the queue behind Comsat's Satellite Television Corp., proposing to launch at least 31 operational satellites in addition to the four STV is proposing. The applications dribbled in all day long with number 13—a one-page filing from Satellite Development Trust (SDT)—received by telex 12 minutes after the official deadline passed.

Applications were submitted by CBS, RCA, Western Union, United States Satellite Broadcasting Co. (Hubbard Broadcasting), Direct Broadcast Satellite Corp., Graphic Scanning Co., Video Satellite Systems, Home Broadcasting Television Partners, Unitel Corp., Focus Broadcast Satellite Co., Advance Inc., and SDT. Combined with the applications of Comsat's Satellite Television Corp., already formally accepted by the FCC, the FCC now has 13 applications it must consider.

The most revolutionary of the lot was CBS's. It proposed to use DBS technology as a catalyst for the conversion of the existing conventional NTSC television system to an as yet undefined system of high-definition television, stereophonic sound and wide-screen pictures.

Perhaps the most practical proposal was one made by Focus Broadcast Satellite Network. It intends to offer DBS services as early as the first quarter of 1984 using a high-power transponder on the Advanced Westar satellite, half-owned by Western Union and scheduled for launch in January 1984. When its own DBS system becomes operational, Focus would move its services to it.

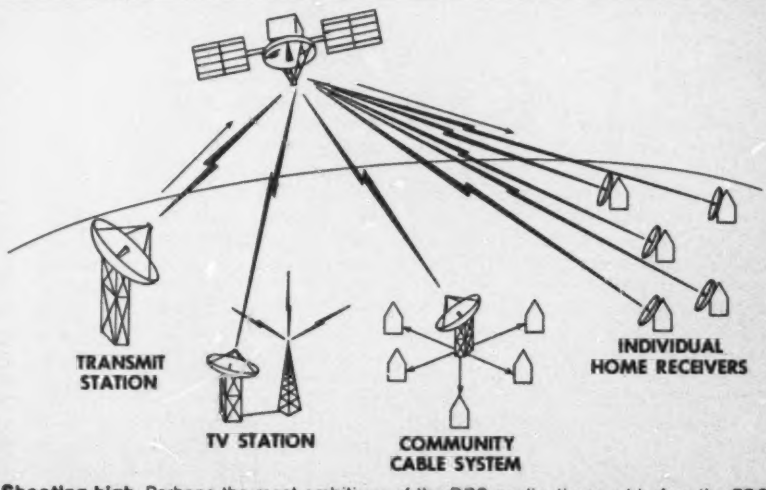
According to frequency plans submitted by various DBS applicants, the maximum number of channels that can be broadcast in one time zone is about 40. If the 13 proposed systems were ever to become fully operational, they would rain a minimum of 40 channels on any one time zone, raising the prospects of comparative hearings among the present applicants and suggesting that there is no more room for any other venturers.

As Bruce Franca, an FCC engineer pointed out, however, there are too many variables involved to pass judgment after just a cursory look at the applications. By reducing channel bandwidths and playing with different types of signal polarization, a greater number of channels may be squeezed out of the DBS band (12.2 ghz to 12.7 ghz), he said. On the other hand, demands of other North American countries for DBS channels at the 1983 Regional Administrative Radio Conference could severely limit the number of channels available to U.S. operators.

The FCC's immediate question is which if any of the applications should receive interim authorization—permission to build satellites prior to the 1983 conference. "Maybe we'll only want a few experimental systems," Franca said.

The demand for channels will affect the inevitable struggle over channel bandwidth. The applicants proposed bandwidths ranging from STC's and USSB's 16 mhz to CBS's minimum acceptable bandwidth of 27 mhz. CBS needs as much bandwidth as it can get to handle its HDTV transmissions, but even it admits that channels will have to be traded off for wider bandwidths. The use of 27-mhz channels instead of 18-mhz ones (the bandwidth agreed to tentatively at the last international satellite conference) would reduce the number of satellite channels from 37 to 27, it said.

The CBS three-channel HDTV service is designed to foster development of HDTB while preserving the local system



Shooting high. Perhaps the most ambitious of the DBS applications put before the FCC last week was CBS's which calls for a high-definition TV system on three channels serving four time zones—and which suggests the development of a terrestrial HDTV system as well. CBS's Channel One would serve its affiliated TV stations, which would broadcast its advertiser-supported programing (some of it, and eventually all of it, simulcast with the existing network) on new channels that would have to be carved out of the present spectrum. Channel Two would serve cable systems and/or individual homes with subscription-supported programing. Channel Three would serve a number of purposes, including distribution of HDTV programing to theaters, teleconferencing and other applications to be developed.

of broadcasting.

The system's first channel will be dedicated to supplying advertiser-supported HDTV programing to local broadcast affiliates for terrestrial retransmission.

The problem with most experimental HDTV systems is that they require a bandwidth far too broad to fit within the conventional VHF and UHF channels. While there is a possibility that digital bandwidth compression will be developed to a point where broadcasters can retransmit HDTV on their existing channels, broadcasters will probably have either to acquire additional spectrum to expand their current channels or acquire another wideband channel and transmit two program services—one being HDTV and the other being conventional.

Although the first channel is primarily intended to serve broadcasters, the channel will also be available to homes equipped with roof-top dishes located outside the service areas of CBS affiliates. "Should ... HDTV service commence before a system of affiliates providing nationwide coverage is in place and fully operational, the availability of an HDTV satellite service direct to the home will itself provide a stimulus to the manufacture and sale of HDTV homes receivers," CBS said.

CBS's second HDTV channel would distribute pay programing to cable systems and direct to home. The programing would be supplementary to the first, including entertainment and cultural programing, special sports events, news, public affairs, informational and religious programing. Subscribers would be charged monthly and per-view for the programing.

The third channel would offer other subscriber-supported services: satellite-to-theater distribution, and closed circuit transmissions for business, medicine and education.

CBS, which has been a leading proponent of teletext, said it expects to broadcast teletext and stereo sound along with HDTV. Raising the prospect of DBS radio, it said "there will be several stereophonic audio carriers available for carrying independent audio programing."

CBS was not the only applicant to talk about HDTV and incorporate HDTV technology into its satellites. Most notably, two of the six transponders on each of the RCA satellites can be switched from their normal 24 mhz bandwidth mode to 72 mhz, ample room for HDTV experimentation or possibly service. The RCA transponders are available for lease to select customers.

USSB said it intends to pioneer the development and implementation of HDTV in its service, but makes no provision for it in the technical portion of its application.

The DBSC satellite is flexible enough so that channels can be configured to make 52.5 mhz channels for "analog or digital" transmission of HDTV signals.

Video Satellite Systems said it will demonstrate on its satellite a television system with twice the resolution of conventional TV using digital and bandwidth compression techniques.

Focus Broadcast Satellite Co., owned by Douglas Ruhe, William Geissler and 15 others, said it has already reached an agreement with Western Union to take over the 225-mhz channel on Advanced Westar in early 1984 and implement what may be the first direct broadcast satellite service.

With the satellite, FBS will be able to offer one channel of service to four distinct areas of the country. Service will be provided through spot beam transmission antennas and one-meter receive antennas in metropolitan Miami, New York, San Francisco and Los Angeles. With slightly larger receive antennas (over one meter), FBS said, reception of the channel will also be possible in substantial portions of the Northeast and a several-hundred-mile-wide corridor extending roughly from Dallas to Minneapolis.

The FBS channel would consist of pay programing during prime-time hours and advertiser-supported programing during the rest of the day. The pay programing will be scrambled to prevent piracy. FBS said it is also contemplating offering as many as three data and information services and providing service to LPTV and full-service stations and cable and in addition to homes, farms and businesses.

FBS also submitted to the FCC a vague application to start-up its own DBS system. It asked the FCC for "three, four or five" satellites and at least one spare. Each of the satellites, it said, would carry six to 10 channels.

Ruhe, president of FBS, and Geissler, executive vice president of the firm, are also principals of Focus Broadcasting Co., permittee of WFBN(TV) Joliet, Ill., and applicant for five full-service and 40 LPTV stations.

The FBS request to offer the Advanced Westar service was complemented by Western Union's request for FCC permission to provide the service.

Western Union also asked for a four-satellite DBS system with which it would offer a leased channel service. Each of the satellites would process four transponders. During the initial operational phase of the system, only two satellites will be launched, at 100 degrees and 120 degrees, both west longitude. The four transponders will be allotted between the two time zones each of satellites is capable of serving.

In phase two, when two more satellites are put into orbit at 80 degrees and 140 degrees, both west longitude, the Western Union system will be capable of delivering four channels to all four time zones simultaneously.

Like most of the other DBS venturers proposing to lease channels, Western Union does not want to be regulated as a common carrier. Western Union, it said, "will pick and choose among potential users so as to aggregate a suitable group ... on the satellite."

Western Union also said it wants to hold open the option of using some of the transponders to "distribute programing under its control in the general public."

Although CBS is the only potential DBS operator to propose feeding HDTV programing to local broadcasters, other applicants—the United States Satellite Broadcasting Co. (USSB) and Video Satellite Systems Inc.—submitted plans to distribute conventional NTSC signals to broadcasters.

USSB, organized by Hubbard Broadcasting, would use its two-satellite DBS system to distribute advertiser-supported programing to independent broadcasters, who would collectively own a big chunk of the system, and directly to homes that are now unserved or underserved by local broadcasting. A unique feature of USSB's plan is that many of the broadcasters who received the programing would also produce it.

The USSB satellites, placed in orbit at 115 degrees and 135 degrees, both west longitude, would each serve half of the country. Each satellite would have six 230-watt channels, three providing service to one time zone and three to another. When the system is fully operational then, all four time zones would receive three channels of service.

The first channel will consist of general advertiser-supported programing, produced by Hubbard and the independent member stations receiving the programing. In addition to the six distribution channels, the USSB satellite also contains a single 20-watt transponder which program-producing stations can use to relay their programs to the programing pool.

The second channel will be a 24-hour news and information service, that also would incorporate reports and features from the member stations.

USSB offered no details on the third channel, saying simply that it will carry programing "as channel requirements increase."

Although the primary purpose of the USSB proposal is to make independent stations fully competitive with their network-affiliate counterparts, USSB also stresses that the program will be available to homeowners through rooftop antennas. USSB points out that there are one million homes without television service and 4.8 million homes in one- or two-station markets that are unserved by independent stations and thus deprived of television choices in general and the USSB programing in particular. "Television consumers would purchase a receiver at a modest cost and receive the free USSB programing even in extremely remote areas," USSB said.

As do the major broadcasting networks, USSB would sell national advertising to support itself. According to the application's financial projections, USSB will require $969.7 million to cover start-up expenses and first year operating costs, most of which will derive from programing. USSB thinks it will gross $840 million from advertising the first year, but still will

need $397.6 million to meet preoperating costs and cash requirements during the first three months of service.

USSB said it can raise the start-up capital through a stock offering to broadcasters ($221.5 million) and by borrowing $176.1 million.

Video Satellite Systems (VSS) also plans to serve broadcasters and homes simultaneously with its DBS system. What distinguishes it from USSB's proposal is that none of the programing will come from broadcasters, but will be supplied primarily by a company affiliated with VSS, Dominion Satellite Network of Naples, Fla.

Dominion—which, the VSS application said, is in the process of building studios in Naples to create programing for distribution over fixed satellite—would provide VSS with "a variety of entertainment and educational programing for general family viewing as well as news, public affairs and special features."

VSS said that a "major key to economic success of a free commercially supported DBS service is a large viewing audience," and the best and quickest way of reaching such an audience is by allowing broadcasters to retransmit the DBS programing.

VSS also would permit homes to pick up its feed directly with roof-top antennas. But the direct-to-home service would be available only in areas unserved by VSS affiliates.

The VSS feeds will be scrambled to prevent home receivers from picking them up and to "provide a degree of programing exclusivity to broadcast stations electing to carry the service." VSS also said cable systems that do not carry the signal of a VSS broadcast affiliate will have permission to unscramble and carry VSS fare.

VSS would offer just one channel of programing. It asked the FCC for two satellites of two channels each. They would serve two time zones with one channel dedicated to a zone. If all goes well, VSS plans to return to the FCC and ask for two more satellites so that each time zone could receive two channels.

The first two VSS satellites would fly at 115 degrees and 135 degrees, both west longitude, two of the four orbital slots sought by STC. "Clustering of satellites of all DBS broadcasters at the same orbital slot positions . . . would increase the number of services available on an individual receiver without antenna reorientation or needless home system duplication," it said.

VSS said that an "off-the-shelf" satellite built by Hughes Aircraft, the relatively lightweight HS-376, would be adequate for its plans, which are, in comparison with some of the other applications, conservative.

The total cost of the VSS system is a fraction of some of the other systems, approximately $228 million. Building three satellites would cost $150 million and launching two of them would require an additional $52 million. The ground facilities would add $8 million and insurance another $18 million.

According to the application, Dominion has come up with $500,000 to get the ball rolling. The rest of the VSS start-up costs will come from a sale of common stock, which VSS hopes will raise $166 million, and acquisition of $70 million in long-term debt.

The four directors of VSS are George E. Metcalf, former communications engineer for several of NASA's manned and unmanned space programs; Byron St. Clair, president of Television Technology Corp.,

The first 13 in line for DBS, and what they plan to do

Applicant	Number of satellites (spares)	Number of channels per satellite	Downlink power (watts)	Channel bandwidth mhz	Total satellite power (watts)	EIRP[6] (dbw)	Satellite design life (years)	Orbital slot (degrees west longitude)	Weight of satellite in orbit (lbs)	Type of service
Advance	*	*	*	*	*	*	*	*	*	A,C,H
CBS	4(2)	3	400	27	4,000	60-65	7	*	2,317	A,C,D,E,G,I,J
DBSC	3(1)	14[2]	200[2]	22.5	4,600	56	7	103,123 143	2,987	H,I,G,J
Focus Broadcast Satellite[5]	3,4 or 5	*	*	*	*	*	*	*	*	A,B,C,D,E,F,G,I,J
Graphic Scanning	2(1)	2	300	18	2,000+	53.7-56.7	*	143,115	*	A,B,G,J
Home Broadcasting Television Partners	1	*	19.7	*	*	*	*	110	*	K
RCA	4(2)	6	230	24[3]	4,770	58	7	*	2,415	H,I
Satellite Development Trust	4(2)	3	150-250	*	*	*	*	115,135, 155,175	*	H
STC	4(2)	3	185	16	1,700	55-60	7	115,135, 155,175	1,430	A,B,E,G,I,J
Unitel	*	*	*	*	*	*	*	100	*	K
USSB (Hubbard)	2(1)	6[1]	230	16	4,000	57	7	115,135	2,300	A,C,D,H
Video Satellite Systems	2(1)	2	150-190	18	1,000[4]	54-58	8	115,135	1,201	A,C,D,E,H,I
Western Union[5]	4(2)	4	100	16	*	55.5-58	7	80,100,	1,175[4]	H

Footnotes. [1]USSB's six channels will be divided between two time zones served by each satellite. A seventh low-power (20 watts) transponder is also contained on the satellite for feeding programing to the main distribution uplink. ■ [2]Each satellite contains six 200-watt broadbeam channels and eight low-power spot beam channels. ■ [3]Two of the six transponders can be switched to pass 72 mhz for HDTV transmission. ■ [4]At the end of the design life. ■ [5]In addition to its DBS application, FBS also has requested authorization to use an Advanced Westar Satellite, slated for launch in January 1984, to offer one channel of direct-to-home service to four distinct areas of the country. ■ [6]Effective Isolated Radiated Power—The higher the EIRP (expressed in decibel watts), the stronger the signal received on the ground and the smaller the antenna needed to receive it.

*Not specified in the application.

Key to proposed DBS service offerings

A—Direct to home (or business)
B—Pay television
C—Advertiser-supported
D—Terrestrial retransmission by broadcasters
E—Terrestrial retransmission by cable systems
F—Terrestrial retransmission by LPTV stations
G—Electronic text services
H—Leased-channel system
I—High definition TV
J—Additional audio services
K—Unspecified

a manufacturer of television translators; Maurice Reid, former controller and chief financial officer for CBS-TV Stations and vice president, finance and administration, Polydor Records, and Leonard C. Mitchell, chief engineer, U.S. Tower Co., earth station and broadcast tower manufacturer.

Metcalf is also president of VSS and vice president, engineering, of Dominion. Reid is also vice president, finance, of Dominion.

Graphic Scanning Corp., Englewood, N.J., asked the FCC for two operational satellites and a spare so that it could offer a two-channel direct-to-home subscription television service. GSC, which provides data communications services through conventional telecommunications networks, also plans to make full use of the pay television signals' vertical blanking interval and the transponders' subcarriers to offer various teletext services.

Transponder subcarriers may also be used for foreign-language dubbing, audio services for the blind, background music and/or distinct stereo music programing, GSC said.

GSC predicts in its application that its proposed system will interconnect hundreds of thousands of teletext subscribers, equipped with home computers, with a "vast information and data storage base." Subscribers would call up the information by telephone. GSC said the teletext subscribers will be charged monthly for lease of a teletext decoder and additional fees based on the amount of information received.

For the full-time two-channel service, GSC plans to charge $25 per month. GSC will not sell the home earth stations, but will instead install and lease them for a one-time charge of $300.

According to the applications, subscribership to the pay TV service will grow from 100,000 in 1986 to 4,850,000 in 1990. Teletext subscribership will rise from 1,000 to 110,000 over the same period.

Besides data processing and communications, GSC also claims to be the largest radio paging operator in the country (140,000 pagers in 30 markets). Its revenues for the nine months ending March 31 were nearly $45 million and its net earnings were more than $10 million, it said.

Among the applicants that plan to lease DBS transponders, the most ambitious is the Direct Broadcast Satellite Corp., a newly formed company based in Washington. DBSC has asked for three satellites (and one spare) and a total of 42 channels. Each of the satellites would contain six 200-watt channels capable of reaching one-third of the country. In addition, each would have eight 20-watt channels, whose signals would be directed to small service areas (about 10% of the full service area) by two spot-beam antennas. No more than four channels could pass through one spot beam.

DBSC plans to offer all these channels to the public on a first-come, first-served basis as a common carrier. However, DBSC notes in its filing, it should not be overregulated. "Under a flexible regulatory scheme, DBSC would be free to provide innovative and experimental satellite services," it said.

Given the expected rapid growth of DBS, DBSC said, it will lease time on its satellite at "extremely attractive rates." An hour on one of the spot beams may go for as little as $400, it said.

Besides traditional television video and audio, DBSC also intends to use the transponders' FM subcarriers for stereo sound, second-language sound, teletext, data transmissions, closed captions, facsimile, computer loading and alarm and control system activation.

To power those transponders, DBSC is proposing to launch a 3,000-pound satellite that is capable of generating 4,600 watts of electricity. The first of the satellites will be placed into orbit at 103 degrees west longitude to serve the eastern third of the country. The subsequent two satellites will

If you can't join 'em, beat 'em

NAB, ABC, AMST among band of petitioners asking FCC either to hold off on any interim authorization until there's a hearing or to reject STC's bid out of hand

In addition to being the deadline for competing applications to Satellite Television Corp.'s DBS proposal, last Thursday (July 16) also was the deadline for petitions to deny that application. Nine were filed.

Leading the pack was the National Association of Broadcasters, which, true to its anti-DBS posture, submitted a lengthy filing (almost 200 pages). ABC followed suit, incorporating much of what NAB said into its own petition to deny.

Others filing against the STC application were Buford Television Inc.; Cleveland Associates Co., licensee of subscription TV station WCLQ-TV Cleveland; Forward Communications Corp. et al, in a joint petition; Farinon Electric Operations, a division of Harris Corp.; the Association of American Railroads; the Aerospace and Flight Test Radio Coordinating Council (AFTRCC), and the Manufacturers Radio Frequency Advisory Committee (MRFAC).

In addition, the Association of Maximum Service Telecasters and the three TV network affiliate associations filed "objections" to the STC application, and called on the commission to hold a hearing on the matter to resolve outstanding issues.

NAB argued that the Communications Act bars the commission from licensing a national broadcast service of the kind proposed by STC. "Any change in America's locally based broadcast allocations scheme," it said, "must be authorized by Congress before it is implemented by the commission."

The relevant section that NAB interprets as precluding such a system reads: "... the commission shall make such distribution of licenses ... among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

As to the effect that STC's DBS proposal would have on local broadcasters, NAB points to STC's own study, conducted by Arthur D. Little Inc., which, NAB says, concludes that STC would "steal" 40% to 80% of the subscribers of locally-licensed terrestrial STV stations.

Created by the U.S. government to operate as a common carrier, STC's parent Comsat "may not control the content of its transmissions and thus may not engage in broadcast programing," NAB argued.

NAB also challenged the validity of STC's financial qualifications. "Aside from an illusory commitment from one bank (Chase Manhattan) to participate (to an unspecified extent) in a putative loan by a presently nonexistent banking syndicate," said NAB, no banks have shown an interest in lending STC funds for its DBS venture. It also challenged Comsat's ability to make good on its promise to invest $225 million in the project. According to NAB, "STC must show that Comsat's current liquid assets exceed its current liabilities by at least $225 million. No such showing has been made."

NAB also suggested that even if Comsat were able to invest that heavily in STC, such a commitment would "inevitably increase the cost of capital to Comsat and thus raise the rates paid by [its] general ratepayers. Such cross-subsidization at the expense of the ratepayers is contrary to commission policy."

Another argument put forth by NAB is that "far better public interest uses for" the limited 12 ghz band exist other than "the same mass entertainment fare that is already available on conventional television." High-definition television would be one such better use, it said. Similarly, NAB contended that the 16 mhz bandwidth proposed by STC is too narrow to yield anything but inferior picture quality.

NAB also pointed out that the commission has designated for hearing a formal complaint against Comsat in which Western Union International (WUI) alleges that Comsat engaged in deliberate anticompetitive misconduct concerning contract bids with the Department of Defense to provide communications services between Hawaii and Guam. According to NAB, WUI charges that Comsat made it impossible for WUI to win a bid for a DOD contract by quoting to it a price for leasing Comsat's facilities that was twice what Comsat quoted to the DOD in

operate from 123 degrees west longitude and 143 degrees west longitude.

The total cost of the system is estimated to be $577 million, including $533 million for the satellites and their launch and $44 million for the ground facilities.

DBSC is owned by Wilbur Pritchard, president of DBSC and president of Satellite Systems Engineering, a Washington consulting firm (33%); Wladimir Naleszkiewicz, executive vice president of DBSC and vice president of SSE (17%); Ronald Coleman, a Washington communications attorney (22%), and SSE (28%).

RCA requested four operational satellites, each of which will carry six transponders capable of reaching an entire time zone. RCA plans to lease the transponders, but not as a common carrier. The number of channels per satellite is so small that common carrier regulations are impractical, RCA said. It said the channels will "not be offered generally" and added that "RCA may retain one or more of the channels for its own use" or for that of its subsidiaries (like NBC) and affiliates.

RCA asked for no specific orbital slot. It said that its satellite, designed by its Astro-Electronic division, is so flexible that any slot within a 30 degree arc would be suitable: for the Eastern time zone—95-125 degrees west, central—110-140 degrees west; mountain—125-155 degrees west, and Pacific—140-170 degrees west.

The proposed RCA satellite is extremely powerful, generating 4,770 watts of prime power to feed the six 230-watt transponders.

RCA said it is only interested in providing the space segment of the DBS system to its future clients, although it would, upon request, provide uplink facilities.

Initially, RCA believes that a single transponder on its DBS satellite would cost approximately $30 million per year. That figure might shrink as low as $20 million once the entire four-satellite system is operational. While it might appear that the charge for coverage of the United States is high ($60 million to $80 million for one transponder on each satellite), RCA said, the cost per receiver household is low. "Assuming five million receiver households," RCA said, "the cost would be about $1.33 per month per receiver household."

The capital needed for the entire system excluding interest is $760 million. An interim system consisting of one operational satellite, an in-orbit spare and a ground spare would cost $400 million.

The application that may or may not have slipped in under the wire also proposed a leased channel service. Satellite Development Trust, Los Angeles, requested four satellites, each with three channels. The satellite would be flown in the same orbital slots as STC; the first satellite launched would serve the Pacific time zone. The channel power will fall somewhere between 150 watts and 250 watts. Funding for the project is "assured at $250 million," the one-page application said, and the satellites "are being constructed by Hughes."

Advance Inc., a minority-owned telecommunications and computer consulting firm in Washington also filed a vague application. Advance Satellite, a subsidiary formed to operate the DBS system, asked for one or more geostationary satellites that would contain one or more direct-to-home channels and multiple common carrier channels. Dennis J. Brownlee is president of Advance.

Two other applications, neither more than three pages long, each asked for one satellite, but offered little explanation of how it would be used. Home Broadcasting Television Partners, Milwaukee, asked for an orbital slot at "about 110" degrees west longitude to accommodate its satellite and channel power of 19.7 watts for the undetermined number of channels. Unitel Corporation, Traverse City, Mich., asked for an orbital slot at 100 degrees west longitude but only speculated on what its satellite might offer.

its winning bid to provide the service itself. The allegations, said NAB, "raise serious questions about an applicant seeking a broadcast license."

ABC argued that STC's proposal also was "directly contrary" to the FCC's seven-station, duopoly and regional concentration of control ownership rules.

"Under its proposal, STC would beam three channels of programing into every community in the Eastern time zone," said ABC. "A terrestrial broadcaster's application for authority to provide three channels of city grade VHF service to every community in the Eastern time zone would obviously be rejected out of hand under the current rules."

Buford Television—an STV operator and applicant for more than 100 translator stations (under the name of Residential Entertainment Inc.) that would rebroadcast the signal of its WBTI(TV) Cincinnati—urged the commission to dismiss the STC application or designate it for hearing, and listed a number of possible issues including whether STC sufficiently demonstrated a need for three nonlocal DBS channels in the Eastern time zone, its impact on UHF stations and whether it represents the most efficient use of the spectrum in light of competing demands by other users.

Cleveland Associates urged the commission to take basically the same course of action suggested by Buford, as did Forward Communications et al.

Farinon also called on the commission to dismiss the STC application because of its inefficient use of the spectrum. "Proposals which rely heavily on the use of community receivers, especially in urban areas where population and terrestrial microwave systems are most densely concentrated," said Farinon, "offer a far more efficient use of the spectrum than Comsat's proposal since they offer the opportunity for a great deal more channel sharing with terrestrial fixed service systems." STC's proposal relies for the most part on individual reception which, Farinon argues, provides a greater likelihood "for interference from the terrestrial fixed service systems, and [thus] the more extensive the potential need to relocate or modify existing terrestrial microwave systems to accommodate DBS systems."

The American Association of Railroads agreed, noting that the use of community antennas in "crowded urban areas would enhance spectrum sharing potential." Many of its members are users of operational-fixed microwave systems in the 12 ghz band.

AFTRCC—whose members include licensees of microwave facilities in the 12 ghz band—said that while the commission has let it be known that existing users of that band may have to relocate because of interference caused to DBS, it has so far failed to come up with a suitable alternative. Therefore, said AFTRCC, the commission should deny the STC application or designate it for hearing to determine "the amount of interference between microwave and DBS systems under varying circumstances; and whether, assuming the interference is unacceptable, suitable substitute spectrum exists for terrestrial licensees."

MRFAC, whose members also use operational-fixed microwave systems in the 12 ghz band, objected to what it called the commission's "a priori approach with respect to DBS systems; in effect, the commission has decided that it wants DBS without regard for the impact on terrestrial licenses."

"Such a view is short-sighted," MRFAC said, noting, as it has previously, the "important public interest purposes served by 12 ghz microwave systems."

AMST suggested that the commission "is on the brink of granting the Comsat application without having addressed, let alone having resolved, a prior allocations decision," which it described as: "What is the best use for the 12.1 to 12.7 ghz band?" It said the 12 ghz band "could quite possibly by the only practical medium for the public's local television service" to convert to high-definition television. On the other hand, that spectrum might best be used for the fixed satellite service, AMST said. It said that "action on the Comsat application should await the outcome of congressional study, for, logically, the commission cannot conclude that Comsat's application serves the public interest until it has been determined what the public interest is."

The affiliate groups contended that "there is literally a plethora of substantial and material questions of fact which require a hearing." But they also said that "the anticompetitive potential of the Comsat proposal, when weighed against the clearly trivial procompetitive potential, mandates rejection without a hearing." Grant of the STC application would be premature, the affiliates added.

New CBS radio network will aim for youth

CBS Radio is joining the network radio parade with plans to launch a new service next spring to appeal to younger audiences ("Closed Circuit," July 13).

Robert L. Hosking, president of the division, said the new network will provide a combination of news, features and music specials to those stations programing for the young adult. He added that a precise age group at which the new network will aim has not been set but will depend on the affiliates CBS acquires. In some instances, he conjectured, the age limit may go beyond 35 and in others it might go below 25.

Hosking explained that CBS Radio decided to enter "young adult radio" because its studies of the radio marketplace suggested "a growing demand for such programing by an increasing number of stations seeking to maintain or improve their identity in the community."

He said CBS will participate in the production of programing for the new network, with news slanted toward the more youthful audience and presented in two-minute segments every hour. The features, each 90 seconds in length, will cover a broad range of topics of particular interest to the younger adult and will be broadcast four times a day. According to Hosking, plans call for 24 music specials of varying length to be carried during the first year.

The new service will offer a one-minute commercial every hour, 24 hours per day, on the news programs, and the four 90-second features will provide a 30-second commercial each on a daily basis. The musical specials are offered on a shared basis, with the network and the station splitting an unspecified number of commercials. Stations will be permitted to run "wild spot" commercials, slotting them with the special programs or at other times, a practice that CBS had not allowed in the past.

CBS Radio is a latecomer to the multi-network phenomenon. It was touched off in 1968 by ABC Radio which formed four units—ABC Contemporary, ABC Information, ABC FM and ABC Entertainment Networks. Recently ABC announced it is forming a youth network and an adult-oriented network to go on the air next January.

Expansion moves also are planned by the RKO Radio Network which began in 1979 as a vehicle for the 18-49 audience. The network is now called RKO 1 because RKO 2 is scheduled to debut next September as an outlet for the 25-54 group. Scheduled to start also in September is RKO Radio Shows, which will provide both long-form and short-form programing blocks. It will operate on a part-time basis until early 1982.

NBC Radio formed a second network called The Source in 1979, created for AOR stations and catering to the 18-34 grouping. An official said that NBC is expected to announce soon the inauguration of a long-form programing service which will evolve into a third network. Also in the planning stages are several other radio networks, he said, but he declined to provide any details because of what he called the increasingly competitive nature of the business.

"Captain Kangaroo" recovering from heart attack in Toronto hospital

Robert Keeshan, 54, host of CBS-TV's *Captain Kangaroo* program, was described last week as having shown improvement after suffering a heart attack in Toronto International Airport on July 11.

A spokesman in New York said Keeshan was able to walk briefly last Monday and Tuesday (July 13 and 14) in Etobicoke hospital in suburban Rexdale. Physicians believe he will be able to return to the U.S. in a few weeks, he added.

The one-hour *Captain Kangaroo* program is on summer reruns. In the fall, a half-hour version of *Kangaroo* will be introduced on the network, and Keeshan is expected to be a participant in an afternoon program produced by CBS News. The spokesman said Keeshan is confident he will be able to be back on the air by late September.

Community censors. Objecting to strong language contained in a midafternoon broadcast of a movie, "Wedding in White," by WOFL(TV) Orlando, Fla., viewers flooded the independent UHF with complaints that induced it to yank the British-made film about 45 minutes into its two-hour run.

Paul Williamson, the station's program director, who ordered the film, but was on vacation at the time of the incident, said the movie was routinely previewed and cut by a new editor, who allowed, through her inexperience, such words as "hell," "damn" and "bastard" to remain. Repeated use by the film's characters of "Jesus Christ" and "Christ" particularly upset the audience, Williamson said. There is no nudity in the film, he said, and a rape scene aired right before the film was pulled was "not very graphic." Station management, which had not seen the film, decided to yank it, fearing that the language might worsen, Williamson said. In fact, he said, the strong language "tapered off" after first 40 minutes. After the film was taken off the air, the "preponderance" of calls the station received came from viewers objecting to the pre-emption (WOFL filled the one-and-a-quarter-hour hole with newsreels and an episode of *The Big Valley*.) Williamson maintains that the film is of high quality and said it will be reshown, with proper editing of the language and rape scene, in September. The movie, released in England in 1973 and in the U.S. in 1974, is the story of a young English girl during World War II who becomes pregnant after being raped. Her father attempts to find a husband for her to save the family's honor. The movie is distributed by Avco Embassy.

Ratings Roundup

In the prime-time ratings, the week ended July 12 was like many others at this time of year—mostly reruns, with CBS-TV coming out ahead.

CBS won three nights on the way to picking up a weekly average of a 13.9 rating and 28.1 share. ABC won three nights in getting a 12.7/25.8, and NBC again won Wednesday in getting an 11.7/23.8. CBS's nights were Sunday, Monday and Friday; ABC's were Tuesday, Thursday and Saturday.

Fifty-nine of the week's sixty-six shows were repeats. Of the seven first-run entries, only two placed in the top 40. One was ABC's *20/20*, whose 17.2/33 topped a repeat of CBS's *Knots Landing* (14.1/27) and NBC's first-run movie, "Huckleberry Finn" (9.1/18 for the two hours). The other was NBC's *Big Event*, "Charlie and the Great Balloon Chase," which scored a 12.2/23, ahead of ABC's first-run movie, "Nickelodeon" (11.8/23), but behind repeats of CBS's string of Sunday night comedies. *20/20* placed 12th for the week, "Charlie and the Great Balloon Chase" came in 39th.

Walter Cronkite's Universe, a new entry on CBS, tied with ABC's first-run Friday movie, "Robin and Marian," for 48th place with a 10.9/23. A repeat of part seven of ABC's *Roots: The Next Generations* was low scorer for the week at 5.2/11.

The First 20

1.	*M*A*S*H*	CBS	21.5/40
2.	*House Calls*	CBS	20.1/38
3.	*Trapper John, M.D.*	CBS	19.2/36
4.	*Knots Landing*	NBC	19.0/36
5.	*Three's Company*	ABC	18.8/36
6.	*The Jeffersons*	CBS	18.6/34
7.	*Lou Grant*	CBS	18.6/34
8.	*Hart to Hart*	ABC	18.5/34
9.	*60 Minutes*	CBS	18.5/42
10.	*The Close For Comfort*	ABC	18.0/34
11.	*Different Strokes*	NBC	17.9/36
12.	*20/20*	ABC	17.2/33
13.	*Alice*	CBS	17.1/32
14.	*Love Boat*	ABC	17.0/37
15.	*Quincy, M.E.*	NBC	16.9/32
16.	*Fantasy Island*	ABC	16.8/36
17.	*Dukes of Hazzard*	CBS	16.5/33
18.	*Happy Days*	ABC	16.4/35
19.	*Laverne & Shirley*	ABC	16.1/35
20.	*CHiPs*	NBC	16.1/31

The Final Five

82.	*Incredible Hulk*	CBS	8.8/20
83.	*Sanford*	NBC	8.2/18
84.	*BJ and the Bear*	NBC	7.4/16
85.	*CBS Reports: What Shall We Do About Mother?*	CBS	6.9/15
86.	*Roots: The Next Generations (Part 7)*	ABC	5.2/11

Dickerson (2.24%). Buyers are group of New York and Connecticut professionals who also are new AM and FM applicants for Stamford, which they will dismiss upon grant of assignment. Filed June 25.

■ WWBA(FM) St. Petersburg, Fla. (FM: 107.3 mhz, 100 kw, ant. 620 ft.)—Seeks assignment of license from WWBA Inc. to Metromedia Inc. for $7 million (BROADCASTING, June 8). Seller: Myer Feldman (75%) and Ed Winton (25%). Feldman has also sold to Winton his interest in WWLF(AM) St. Petersburg, for $600,000 (See "Changing Hands" and below). In addition, Feldman owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Buyer: Publicly traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's which has sold, subject to FCC approval, KSAN-FM San Francisco to Malrite Broadcasting (BROADCASTING, June 8). Filed July 1.

■ WWLF(AM) St. Petersburg, Fla. (AM: 680 khz, 1 kw-D)—Seeks assignment of license from WWBA Inc. to Ed Winton for $600,000. Seller: Myer Feldman (75%) and Ed Winton (25%). Majority stockholder is liquidating interest. WWLF is last station in which he is majority principal. They also sold, subject to FCC approval, WWBA(FM) to Metromedia for $7 million. (BROADCASTING, June 8 and above). Feldman also owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Buyer: Winton seeks full ownership of station and is concurrently filing application for nighttime facilities, power increase and change for city of license. Filed June 22.

■ WXKO(AM) [formerly WFPM] Fort Valley, Ga. (AM: 1150 khz, 1 kw-D)—Seeks assignment of license from Rocket Radio Inc. to Valmedia Inc. for $315,000. Seller: Paul Reehling (50%), wife, Mary Jo (27.7%), Allen Gaughf (20%) and Mary Jo for estate of Mary D. Suelzer (2.2%), who have no other broadcast interests. Buyer: Dollie B. D. Horton (51%) and husband, Cornelius Horton Jr. (49%). Dollie Horton is personnel officer with Air Force in Fort Valley. Husband Cornelius is supervisor of maintenance shop there. Dollie Horton is 40% owner of new FM applicant for Fort Valley. Filed July 6.

■ WBHW(TV) Springfield, Ill. (ch. 55, 12.1 kw horiz. max, ant. 460 ft.)—Seeks assignment of license from Windmill Broadcasting Co. to Jackson Telecasters for $734,000. Seller: closely held group of twenty-three stockholders. William F. Wingerter is president. They have no other broadcast interests. Buyer: Cy N. Bahakel (100%), who owns six AM's, four FM's and six TV's. Filed June 15.

■ WDON(AM) Wheaton, Md. (AM: 1540 khz, 1 kw-D)—Seeks assignment of license from WDON Inc. to Maryland Lotus Corp. for $700,000. Seller is subsidiary of Horizon Communication Inc., which is owned by Gary G. Marshall (48%), William Hildebrandt (20%), Edard S. Magnus and First Capital Corp. (16% each), who have no other broadcast interests. Buyer: is subsidiary of Lotus Communications Corp., which is licensee of KWKW(AM) Pasadena, Calif., and KFSD(FM) San Diego, Calif.; and through subsidiaries, KENO-AM-FM Las Vegas; KTKT(AM)-KLPX(FM) Tucson, Ariz.; KONE(AM)-KOZZ(FM) Reno, Nev.; KOXR(AM) Oxnard, Calif.; KVAR(FM) San Antonio, Tex.; Howard A. Kalmenson is president of parent, Lotus Communications Corp. Filed July 6.

■ KDAN(AM) South St. Paul, Minn. (AM: 1370 khz, 500 w-D)—Seeks assignment of license from KDAN Broadcasting Inc. to Soho Broadcasting for $220,000 (BROADCASTING, March 2). Seller: Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and was recently granted approval to sell WRDN-AM-FM Durand, Wis., for $435,000. (BROADCASTING, July 6). Buyer: Stanley Soho (49%) and wife, Benita S. (51%). Stanley is Los Angeles physician and has also bought, subject to FCC approval, KBWA(AM) Williams, Ariz. (BROADCASTING, March 2) and KRWT(AM) [CP] Winters, Tex. Filed July 6.

■ KWNA(AM) Winnemucca, Nev. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from D.Ray Gardner to Sheen Broadcasting Co. for $200,000. Seller: D. Ray Gardner (100%), also owns KELK(AM) Elko, Nev., and is new FM applicant for there. Buyer: Torrey L. Sheen (president) and wife, Joyce, and Torrey's parents, Byrul L. and Gertrude L. Sheen (25% each). Torrey Sheen and Joyce Sheen have been station manager and traffic manager, respectively, of KWNA. No other broadcast interests. Filed July 6.

■ WLVL(AM) Lockport, N.Y. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hall Communications Inc. to Culver Communications Corp. for $549,500 (BROADCASTING, June 22). Seller is Norwhich, Conn.-based group of five AM's and four FM's owned by Robert M. Hall and family, who bought, subject to FCC approval WONN(AM) Lakeland and WPVC(FM) Winter Haven, Fla. for $2 million (BROADCASTING, March 30). Buyer: Richard C. Greene and wife, Marilyn A. (36% jointly), Gerald J. Bernback and wife, Arlene C. (15% jointly), Tony Fischer (15%), William N. Hudson (6.25%), Russell Baker (6%), Supermarket Development Inc. (3%), Harry Oakes (2.5%),Ralph L. Kushner and Nathan Benderson (1.35% each) and Kenneth D. Guacinsia (.3%). Greene is sales manager at WBEN(FM) Buffalo, N.Y. Others are Buffalo area businessmen and none have other broadcast interests. Filed June 29.

■ KLOO-AM-FM Corvallis, Ore. (AM: 1340 khz, 1 kw-D, 250 w-N; 106.1 mhz, 27.5 mhz, ant. -87 ft.)—Seeks transfer of control of KRC Communications Inc. from California Oregon Broadcasting Inc. (100% before; none after) to Donald E. Smullin (none before; 100% after) consideration: settlement. Principals: California Oregon Broadcasting is owned by William B. Smullin (52.63%) and family, of which William's son, Donald, owns 5.09%. They are licensees of KLOO-AM-FM Corvallis; KAGI(AM) Grants Pass; KPRB(AM) Redmond; KOBI-TV Medford and KOTI-TV Klamath Falls, all Oregon; KRCR-TV Redding and KEKA(AM) Eureka, both California. Because of family problems among stockholders, certain stations are being split off to Donald Smullin: KOTI-TV Klamath Falls; KLOO-AM-FM Corvallis and KPRB(AM) Redmond. Agreement calls for transfer of licensees into newly-formed KRC Communications wholly owned by COBI, then to transfer control of KRC to Donald Smullin in exchange for his stock in COBI. No exchange of monies is involved. Filed June 16.

■ WQIQ(AM) Chester, Pa. (AM: 1590 khz, 1 kw-U)—Seeks assignment of license from Upland Broadcasting Corp. to Robe Communications Inc. for $300,000 (BROADCASTING, June 29.) Seller: John H. Haggard Sr., who has no other broadcast interests. Buyer: Robert M. Altman (51%) and wife, Beverly R. (49%). Robert Altman is general manager of WNAR(AM) Norristown, Pa., and has no other broadcast interests. Filed July 6.

■ WCPT-TV Crossville, Tenn. (ch. 55, 18.6 kw vis., 3.71 kw aur., ant. 1,180 ft.)—Seeks assignment of license from WCPT-TV Inc. to Cumberland Communications Corp. for $600,000. Seller: Calvin C. Smith (51%) and John A. Cunningham (49%), who have no other broadcast interests. Buyer is McClatchy Newspapers (90%) and Sainte Broadcasting (10%). McClatchy is Sacramento, Calif.-based group owner and newspaper publisher. Sainte is 51% ownd by Chester Smith. Filed June 5.

■ KNET(AM)-KHIM(FM) Palestine, Tex. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Trinity Broadcasting Co. to Palestine Broadcasting Co. for $600,000. Seller: noncommercial corp.; Benny E. Brulison is president. No other broadcast interests. Buyer: Gibson Investment and management Inc. (90%) and Richard M. Reynolds (10%). Majority principle is owned by R. Thomas Gibson and wife, Georgia L. (45% each) and daughter, Jalene M. (10%). Thomas Gibson also owns KZEY(AM)-KROZ(FM) Tyler, Tex., where Reynolds is general manager. Gibson also sold KJET(AM)-KWIC(FM) Beaumont, Tex., last February for $2 million (BROADCASTING, March 2). Filed June 30.

Actions

■ KWCK(AM)-KSER(FM) Searcy, Ark. (AM: 1300 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 170 ft.)—Granted transfer of control of KWCK Inc. from Michael Horne (100% before; none after) to Trend Communications (none before; 100% after), consideration: $1,000,000. Principals: Seller is owned by Michael Horne, who also owns KARV(AM) Russellville, Ark. Buyer is owned by H.E. Rainbolt (51%), Sharon J. Blevins and George Drain (22% each) and William R. Fritsch Jr. (5%). Rainbolt is Shawnee, Okla.-based investor. Blevins and Drain are Oklahoma City-based broadcast and management consultants, respectively. Fritsch is salesman at KLTE(FM) Oklahoma City, and 25% owner of new FM applicant seeking 95.3 mhz for Lawton, Okla. Others have no broadcast interests. Action June 26.

■ WRTL-AM-FM Rantoul, Ill. (AM: 1460 khz, 500 w-D; FM: 95.3 mhz, 3 kw, ant. 275 ft.)—Granted assignment of license from William R. Brown and Marion C. Brown, executrix of estate of Donald R. Williams to Regional Radio Inc. for $300,000. Seller: William R. Brown and Donald R. Williams (50% each), who have no other broadcast interests. Buyer: William R. Brown (100%), who already owns 50% of WRTL-AM-FM Rantoul, has no other broadcast interests. Action June 30.

■ WVIC-AM-FM East Lansing, Mich. (AM: 730 khz, 500 w-D; FM: 94.9 mhz, 49 kw, ant. 500 ft.)—Granted assignment of license from WGSB Broadcasting Co. to Goodrich Broadcasting Inc. for $2,350,000. Seller: principally owned by James Morse, Charles Schuler and Joe Buyers. Morse is majority principal of WZZR-FM Grand Rapids, Mich.Schuler owns one-quarter of WQWQ(FM) Muskegon, Mich. Goodrich Theaters Inc. (84%), Robert E. Goodrich (12%) and Robert J. Malone (5%). Robert Goodrich owns Goodrich Theatres (100%), movie theater franchise throughout Michigan. Malone is former vice president and general manager of KARO(AM) Vancouver, Wash. They have no other broadcast interests. Action June 26.

■ KBSQ(FM) Espanola, N.M. (FM: 102.3 mhz, 1.1 kw, ant. 460 ft.)—Granted assignment of license from KBSQ-FM Inc. to Expanola Valley Broadcasting Inc. for $250,000. Sellhr: James F. Hoffman and Jon Van Wambeck (50% each), who also own KDCE(AM) Espanola. Buyer: H. Keith Megill and wife, Viola (50% each). Keith Megill is director of Espanola Valley Community Activities. Viola Megill is community volunteer and housewife. They have no other broadcast interests. Action June 26.

■ WBCI-AM-FM Williamsburg, Va. (AM: 740 khz, 500 w; FM: 96.5 mhz, 50 kw, ant. 430 ft.)—Granted assignment of license from Colonial Broadcasters Ltd. to North Carolina Mutual Life Communicat-ons Inc. for $900,000. Seller is owned by Donald M. Bentley (50%); Harry Hager, Frank McCue III, George J. Oliver, B.I. Bell, and John Barnett (10% each). Bently

Summary of broadcasting

FCC tabulations as of May 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,611	3	0	4,614	119	4,733
Commercial FM	3,317	2	0	3,319	164	3,483
Educational FM	1,104	0	0	1,104	68	172
Total Radio	9,032	5	0	9,037	351	9,388
Commercial TV						
VHF	521	1	0	522	6	528
UHF	240	0	0	240	100	340
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,020	4	9	1,033	23	1,056
FM Translators	355	0	0	355	220	575
TV Translators						
UHF	2,596	0	0	2,596	239	2,835
VHF	1,396	0	0	1,396	493	1,889

*Special temporary authorization

**Includes off-air licenses